



# Tea in Dominican Republic

November 2023

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## Tea in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tea see growing demand in 2023 but from a low base

Fruit/herbal tea benefits from medicinal image but also from the growing variety of options

Green tea on the rise as demand for black tea falls

#### PROSPECTS AND OPPORTUNITIES

Tea set to benefit from the healthy image of green tea and fruit/herbal tea and an expected increase in tourism

Private label could help encourage more people to take up tea drinking

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